

Message Text

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ACTION ARA-10

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FM AMEMBASSY CARACAS

TO SECSTATE WASHDC PRIORITY 6738

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EO. 11652: N/A

TAGS: BEXP, BCOM, VE

SUBJECT: COUNTRY COMMERCIAL PROGRAM

1. EXPERIENCE OVER FIRST QUARTER OF YEAR ENCOMPASSED IN CCP
YIELDS THE FOLLOWING RESULTS AND IMPLICATIONS:

A. EMBASSY HAS NO REASON TO REVISE TARGET FOR MARKET SHARE;

B. COMMERCIAL SERVICES marginally below projection except
in case of WTDR demand which has not slackened as anticipated;

C. AS INDICATED IN NUMEROUS EMBASSY REPORTS, MAJOR
INDUSTRIAL PROJECTS CONTINUE TO RECEIVE GOV PRIORITY
ATTENTION AND IN SEVERAL CASES HAVE BEEN EXPANDED. SPECIFICALLY
IN METALLURGICAL CONCENTRATION IN GUAYANA, IRON AND STEEL
AND ALUMINUM INDUSTRIES ARE SLATED FOR MASSIVE CAPITAL INFUSIONS;

D. MARKETING UNIT HAS BEEN TENTATIVELY ESTABLISHED IN
CONJUNCTION WITH TRIAL CONTRACTING OF WTDR WORK. EMPLOYEE
DESIGNATED AS MARKET ANALYST IS CURRENTLY PARTICIPATING IN
COMMERCE DEPARTMENT TRAINING PROGRAM IN WASHINGTON;

E. SECTION HAS BEEN UNSUCCESSFUL IN ATTEMPTS TO ADD NEW
LOCAL CLERK-CLERICAL POSITION TO PERSONNEL ALLOCATION;

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F. RESIDUE OF AID PROGRAMS HAS SLACKENED TO ALMOST NIL;

G. EMBASSY HAS CREATED COMMERCIAL COMMITTEE BUT IT HAS NOT CONVENED WITH ANTICIPATED FREQUENCY. STEPS WILL BE TAKEN TO REMEDY LACK OF ROUTINE MEETINGS. USIS HAS ASSISTED IN PROMOTION OF EXPORTS THROUGH MEDIA PLACEMENT OF COMMERCIAL MATERIALS. SEVERAL SHOWINGS OF TOP FILM PLANNED. FOREIGN TRADERS INDEX HAS BEEN REVISED AND EXPANDED;

H. SHORT SUPPLY PROBLEMS HAVE EASED SOMEWHAT AND NEEDED MATERIALS ARE USUALLY OBTAINABLE THROUGH NORMAL COMMERCIAL CHANNELS;

I. ASSISTANCE TO US INVESTORS CONTINUES THROUGH GATHERING AND DISSEMINATION OF INFORMATION OF REGULATIONS GOVERNING FOREIGN INVESTMENT IN VARIOUS SECTORS;

J. EMBASSY HAS RECEIVED NO CONFIRMATION OF ITS REQUEST TO REDUCE AND REORGANIZE REPORTING RESPONSIBILITIES.

2. IN GENERAL EMBASSY IS SATISFIED THAT OBJECTIVES OF CCP HAVE BEEN ACHIEVED OVER FIRST QUARTER OF ITS OPERATION.
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